



K A N S A S

JACK RICKERSON, DIRECTOR

DEPARTMENT OF ADMINISTRATION
DIVISION OF PERSONNEL SERVICES

KATHLEEN SEBELIUS, GOVERNOR
HOWARD R. FRICKE, SECRETARY

MEMORANDUM

TO: HR Directors
FROM: Jack Rickerson
DATE: July 30, 2003
SUBJECT: Avoiding Costs in Advertising

At least two agency heads have contacted the Secretary's Office, and one has contacted the Governor's Office, to express concerns about the high costs of advertising employment opportunities in newspapers and to suggest that there has to be a better (less expensive) way. The Governor's Office and the Secretary have asked me to ask you for your help in reducing these costs.

I've asked Liz Wong to work with Purchasing in looking into the possibility of the state negotiating with newspapers to reduce the cost of advertising our employment opportunities. As soon as we can, we will share the outcomes of that work. I'm hopeful we can have something in the packets for the August 1 meeting. If you have some ideas, or proven methods you can share with Liz, please contact her.

In the meantime, I can think of a couple of other actions to reduce the costs of advertisements. The first would be to use advertisements in newspapers, professional journals, web-based employment services (that charge), etc., only as a last resort. Currently, we are in an employer's market -- we have a lot of people looking at and following up on vacancies shown in our Notice of Vacancy listing. It may be that is the only "advertising" action we need to take in most cases. The second action would be to really edit-down any advertisement we have to make and, when placing the ad, make every effort to negotiate a better rate..

The Diversity Network is underway with the evaluation of methods to advertise employment opportunities to individuals and organizations that represent protected groups. One area of focus in that particular effort is cost reduction.

Thank you for your help.

JER:hf

cc: Carol Foreman